



Winter

NEWSLETTER #02

PG.2

A few highlights from the past year.

PG.3

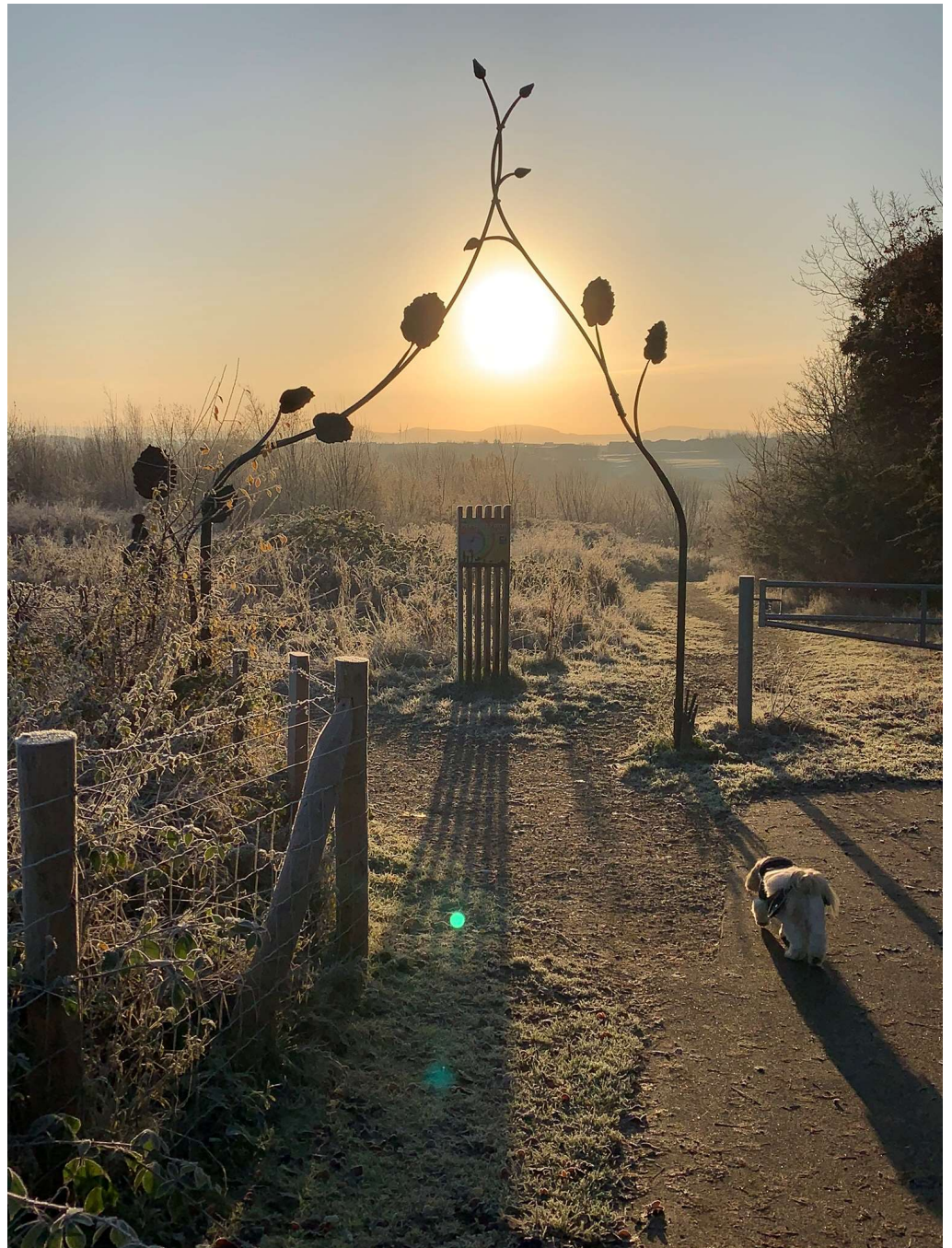
A few products that I have in the kiln.

PG.4

Christmas Fairs and a special offer!

PG.5

Little Favour to ask and new about workshops



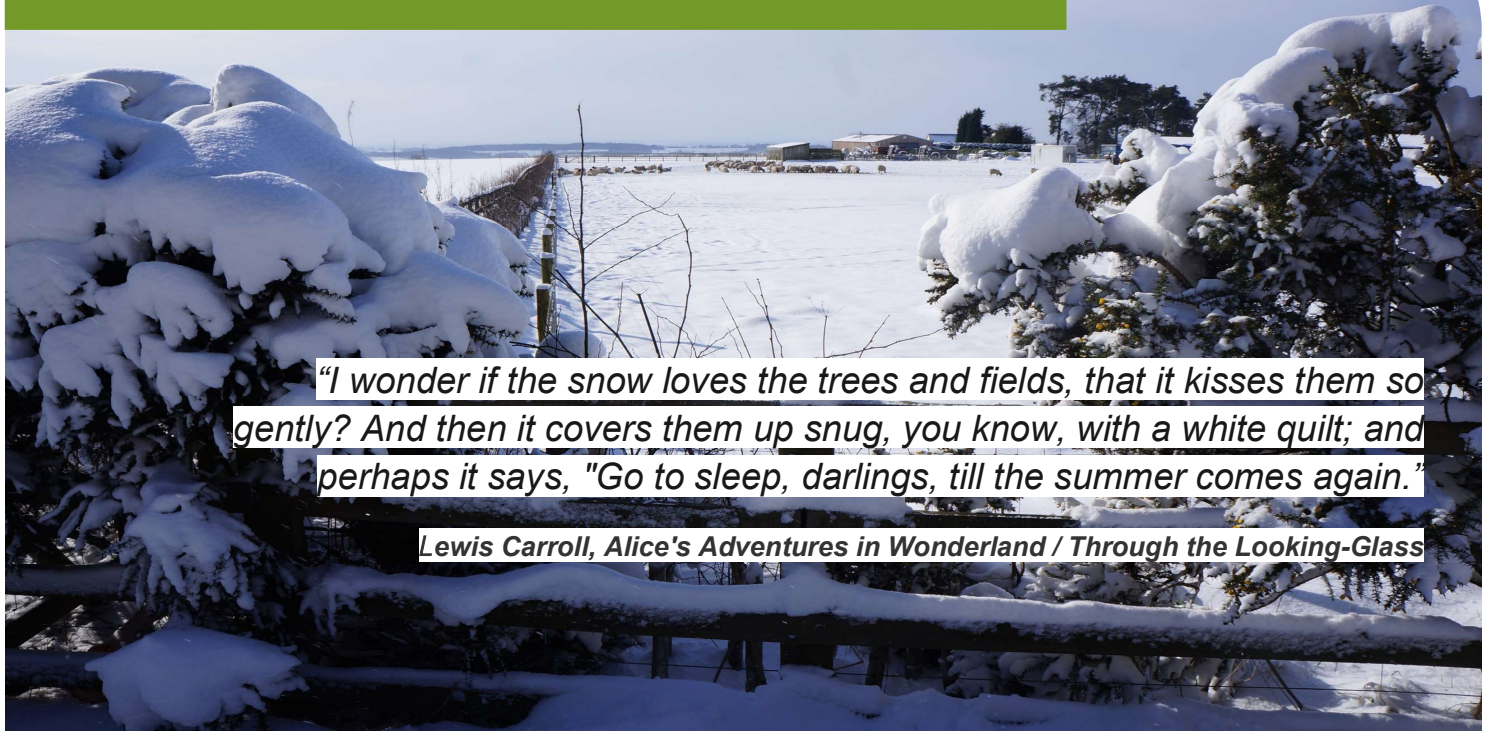
“To appreciate the beauty of a snowflake it is necessary to stand out in the cold”

Aristotle

HI

I thought I would take this opportunity, given the 4-week lockdown, to write my second newsletter – the winter edition, and to touch base with everyone just before Christmas. As I have a number of new subscribers, I would like to say a big welcome to The Glass Forge and to thank you for joining and taking an interest in my glass art.

The Glass Forge



"I wonder if the snow loves the trees and fields, that it kisses them so gently? And then it covers them up snug, you know, with a white quilt; and perhaps it says, "Go to sleep, darlings, till the summer comes again."

Lewis Carroll, Alice's Adventures in Wonderland / Through the Looking-Glass



HIGHLIGHTS

Blimey, it's been just over one year since I started out on my fused glass journey, and what an exciting year it's been so far. It seems like only a blink of an eye since I set my studio up, bought my initial supplies and set off with a spring in my step making my range of fused glass art. I'm pleased to say that the spring is still very much in my step and Covid can't dampen my spirit!

I thought I would give a quick recap of what has happened in the last year since my launch of my little business, well....

- My work is selling in several independent shops in the local area.
- I have a new website.
- I'm on Instagram and Facebook.
- I have also exhibited and sold pieces of my work at Moorlands Gallery.
- Introduced new product lines to my range.



PRODUCTS

*“when you buy
from a **small
business** an actual
person does a
happy dance, as
they pour their
heart and soul
into their business
everyday””*

I have added to my range of products and have introduced new ones, such as the curved wave candle holder, candles sconces, new designs in lanterns, coasters, tea lights and the introduced my swizzle sticks, which have become one of my best sellers.

I now do small pieces of art which appear on my website under: Products > Bowls and Bespoke Art. I have extended my popular Buddha Lantern into a larger range, so if there are any “Yoga Yogi’s” amongst you, then this might be for you. I also have introduced a Christmas range, so if you are looking for a special Christmas Tree decoration which is handcrafted and made out of glass then take a look at my website for designs under the Christmas Section.

With regard to my pictures, the Friends pictures are still extremely popular, and you may recall, a favourite picture amongst my customers is the “guess how much I love you” and “love you to the moon and back”. From customer requests I am now introducing a coaster based on this theme. So, if there is anything else you would like me to create, let me know.

Finally, hot out of the kiln (today) I have introduced my wishing stick. There’s is a lovely story attached to this so please take a look under my bespoke section as this would make a lovely stocking filler for someone special.





CHRISTMAS FAIRS

Around this time last year I was looking forward to participating and spending most of my weekends at the Christmas fair's around the region. These events went extremely well, and I found participating was such an enjoyable experience. Each event had its own character and spirit, and it was lovely to engage and speak with people about my art and the fusing process. Unfortunately, Covid intervened and all events have been cancelled. Although I am disappointed, I am sure that next year the events will be bigger and better.

So this makes it even more exciting to be participating in a virtual Christmas market event called the 'Dales Christmas Market', which can be found at:

www.daleschristmasmarket.com.

Along with a number of other exhibitors I will be participating in this three day event between the **19th to 22nd November**. If you are missing your Christmas Market fix then this might be the next best thing.



WHAT ELSE?



In my spare time I have also written two articles which are on my website under News. You may have seen them posted on my Instagram and Facebook page, but if not and if you are interested in reading the articles, they are about supporting independent businesses in our area and why this is so important. It is my little way of supporting local business wherever I can.

FACT: This is so amazing, but I have sold 'so far over 370 fused glass pieces. To think I have made that many pieces is not only amazing to me, but to have sold that many, is absolutely wonderful, given all events being cancelled and the lockdown situation. I know many of my newsletter subscribers have bought piece of my work and I would like to take this opportunity to say a big "thank you". I would like to say how very grateful I am to everybody for your continued support over the past year. I have been truly inspired by all the kind and positive comments that I have been receiving - so sending everyone a big distant hug!

By way of showing my thanks to my customers and subscribers I am offering up until the end of November, 15% of my glass range. Whoop Whoop!



A LITTLE FAVOUR...

It would be greatly appreciated if you could let friends and family know about The Glass Forge. Although I am now on social media, I am still getting to grips with the ways this works, and its nuances! This has been a steep learning curve for me, but I am told that this is the best way to promote my business. So if you see my posts on Instagram or Facebook please make sure you 'like' and 'share' them as this will enable my little business to reach far and wide to promote my products. I'm also happy to receive any social media advice from you budding marketeers!



WORKSHOPS

I have had a number of requests about my workshops, though given Covid I am unable to run these currently. However, I am aiming to put my first workshop on early next spring (Janet - I know you have been really patient and keen to attend and I haven't forgotten 😊). I will keep you all posted and as soon as I have some news about these, I will let you know.

Last but certainly not least I also wanted to take this opportunity to give a shout out and remind people to support local independent businesses in our area. We all rely on small businesses in our daily lives, yet the impact and contribution they have on the local area is too often undervalued/

www.theglassforge.co.uk

Email - theglassforge@virginmedia.com

Facebook - @glassforgeart

Instagram - theglassforgeart



Well that's all from the Glass Forge, stay safe and well and I hope that you and your family have a lovely Christmas. Hopefully (fingers and toes crossed) next year will be a better year for everybody.

With Love

Rachel

